

**SVKM's NMIMS**  
**NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION**

Programme: PGDMM

Examination: December 2015  
Subject: Integrated Marketing Communication

Semester: IV  
Course : New  
Marks : 70  
Time: 3.00 p.m. to 6.00 p.m.

Date: 18.12.2015

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**Instructions:**

1. Answer to each new question to be started on a fresh page.
  2. Figures in bracket indicate full marks.
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**Q. 1) Attempt any 2 out of 4**

**(Marks: 2X5=10)**

- a) Explain Shannon-Weaver Model of Communication
- b) How do you make the selection of Ad in TV & Radio
- c) Explain Promotion Mix
- d) Explain in detail major benefits associated with Radio advertisements

**Q. 2) Write Short Notes on any 2 out of 5**

**(Marks: 2X5=10)**

- a) Sales Promotion
- b) Direct Marketing
- c) Personal Selling
- d) Spot Television
- e) Cable Television

**Q. 3) Attempt any 3 out of 5**

**(Marks: 3X10=30)**

- a) Explain different types of News Paper advertisements
- b) What are the benefits and limitations of News Paper advertisements
- c) What are the advantages and limitations of out-of-home Media
- d) Explain client agency relationship
- e) Draw a diagram of typical organisational chart of a an ad agency and explain the role of Account Service Team

**Q. 4) Attempt both the questions**

**(Marks: 2X10=20)**

- a) Explain Keller's Customer Based Brand Equity Pyramid (CBBE)
- b) Explain Brand Feelings with appropriate example